

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re US Patent Application of:)	
)	Confirmation No.: 2322
Matthew K. GRACIE)	
)	
Serial No.: 10/735,018)	Group Art Unit: 3623
)	
Filing Date: December 12, 2003)	Examiner: Unknown
)	
Title: SYSTEM AND METHOD FOR)	
CONDUCTING AN OPTIMIZED)	
CUSTOMER IDENTIFICATION)	
PROGRAM)	

Mail Stop:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT & RESPONSE UNDER 37 C.F.R. 1.116

Dear Sir:

In response to the Final Office Action (“the Office Action”) dated May 7, 2008,
Applicant respectfully requests reconsideration of the above-identified application in light of the
amendments and remarks herein as follows:

AMENDMENTS TO THE CLAIMS begin on Page 2.

REMARKS begin on Page 18.